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## CIPPAL

**In 2022, the French Monitoring Centre on Drugs and Addiction (OFDT) launched a foreshadowing consultation of an international reflection on policies to control the attractiveness and accessibility of alcohol.**



### Origin

Health policies aimed at reducing the damage caused by alcohol consumption are within the scope of observation of the OFDT and are a central topic addressed in its 2022-2025 work programme. Since 2015, the OFDT has been particularly interested in young people's exposure to alcohol marketing approaches, by developing an exhibition measurement module (FAMES) and an observational study in supermarkets, music festivals, sport settings and on the Internet. The rise in reports of domestic/partner violence during the Covid-19 health crisis has heightened concern about the accessibility of alcohol.

### Objectives

On the basis of the consultation of French and international experts, the foreshadowing will help to draw up by the end of 2022 a list of relevant political axes and national examples to be deepened through an **International Comparison of Public Policies for Controlling the Attractiveness**

## and Accessibility of Alcohol (CIPPAL).

### Partnership

The study is carried out by the OFDT, within the Focus scientific unit, with the financial support of the *Fonds de lutte contre les conduites addictives* (Fund to Combat Addictive Behaviour) of the National health insurance fund and the participation of a multidisciplinary group of ten European and Canadian scientific experts (in public health, economics, sociology, social marketing). The project is funded under the 2022 edition for a period of one year.

### Method

The pool of experts was established on the basis of a documentary collection on sales control policies, advertising and taxation in the field of alcohol, with a desire for Western geographical diversity. The experts' opinions are collected using a simplified Delphi method (in two rounds), regarding the relevant policies implemented in their respective countries and the exemplary approaches that are worth to be highlighted at the international level. The first round of consultation is based on an online survey addressed to each expert. In a second round, a videoconference with the OFDT and the experts will allow to compare opinions, to draw up points of convergence as well as grey areas and emerging issues.

### Results

In December 2022, a study report will summarise the expert consultation and outline the methodological and collaborative perspectives of a two-year international comparison project on public policies to control the attractiveness and accessibility of alcohol.